

Mark  
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Date



**February 15**  
MACOMB COUNTY SBTDC/BRC-MBPA  
**Selecting Your Legal Structure**  
Warren - MBPA/MFBA Office  
586.393.8800

**February 17**  
MICHIGAN MUNICIPAL LEAGUE  
**Battle Creek - McCamly Plaza Hotel**  
800.653.2483

**February 22**  
MACOMB COUNTY SBTDC  
**Doing Business in the 21st Century**  
Clinton Twp. - MCC University Center  
586.226.4800

**February 24**  
MICHIGAN ENVIRONMENTAL COUNCIL  
**Smart Growth for Clean Water**  
Lansing - Kellogg Center  
517.487.9539

**February 26**  
MICHIGAN SOCIETY OF PLANNING  
**AICP Training Workshop**  
Lansing - Sheraton  
734.913.2000

**March 16**  
MACOMB COUNTY SBTDC  
**Business Basics Seminar**  
Clinton Twp. - Michigan Works  
586.469.5118

**March 22**  
MACOMB COUNTY SBTDC  
**Selecting Your Legal Structure**  
Mt. Clemens - 1 S. Main St., 9th flr

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Chair

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Vice-Chair

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#### DEPARTMENT OF PLANNING & ECONOMIC DEVELOPMENT

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**March 22**  
MICHIGAN MUNICIPAL LEAGUE  
**Making Economic Development  
Projects Happen**  
Lansing - Lansing Center  
800.653.2483

**March 22**  
MICHIGAN MUNICIPAL LEAGUE  
**Community Opinion Surveys  
Made Easy**  
Lansing - Lansing Center  
800.653.2483

**March 23**  
MICHIGAN MUNICIPAL LEAGUE  
**Legislative Conference**  
Lansing - Lansing Center  
800.653.2483

**March 24**  
MACOMB COUNTY SBTDC  
**Entrepreneur Express**  
Chesterfield Twp. - Chesterfield Twp.  
Library  
586.725.7732

**April 1**  
MACOMB COUNTY SBTDC/SBA  
**Team SBA**  
Mt. Clemens - 1 S. Main St., 9th flr  
586.469.5118

**April 1**  
EDA OF ST. CLAIR COUNTY/SBTDC  
**Business Basics Seminar**  
Pt. Huron - Citizens First MTEC Bldg.  
586.469.5118

**April 5**  
MACOMB COUNTY SBTDC  
**Business Basics Seminar**  
Mt. Clemens - 1 S. Main St., 9th flr.  
586.469.5118

**April 12**  
MACOMB COUNTY SBTDC/BRC-  
MBPA  
**Develop a Cost Effective Marketing  
Plan**  
Warren - MBPA/MFBA Office  
586.393.8800

## Doing Business in the 21st Century

Companies are constantly facing new challenges in today's changing global economy. In an effort to address an ever evolving business environment, an entrepreneurial conference entitled "Doing Business In the 21<sup>st</sup> Century" is being offered to help build survival skills for today's small businesses. Scheduled from 8:30am to 1:00pm on Tuesday, February 22 at the Macomb Community College University Center on Garfield Road, the morning program will be divided into breakout sessions addressing issues such as Hiring in the 21<sup>st</sup> Century, Marketing for Today's Business, Financing for Small Business, Exploring New Markets, Accounting for Today's Business, and Your Business & the IRS. The breakout sessions will be repeated to allow participants to attend more than one. In addition, a crash course on maximizing networking opportunities will be presented. The Macomb County SBTDC, the Macomb Community College Continuing & Professional Education Department, the Sterling Heights Area Chamber of Commerce and Automation Alley are cosponsoring the half-day conference. The cost is \$20 to attend and registration is required. For additional information, call 586.226.4800.

**April 21**  
DEPARTMENT OF PLANNING & ECONOMIC  
DEVELOPMENT  
**Planners' Exchange**  
Location TBD  
586.469.5285

PLEASE CALL TO REGISTER FOR CLASSES



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### DEPARTMENT OF PLANNING & ECONOMIC DEVELOPMENT

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## Report From Steve Cassin, Executive Director

Feb. 2005

This past year proved to be very successful for the Macomb County Department of Planning and Economic Development. Thanks to support from the Macomb County Board of Commissioners and the Macomb County Planning Commission, the department was not only able to successfully perform its routine day-to-day activities, but was also able to complete a number of important projects.

One of our most exciting projects was the development of the Macomb County Trailway Master Plan. The department received funding from the Michigan Department of Transportation to develop a master plan for greenways and trails that will link people, schools, businesses, parks and natural resources to each other, as well as to resources in adjacent counties. This provided an excellent opportunity for multi-jurisdictional collaboration. Through an interactive planning approach, the plans and desires of each community were integrated into a single master plan for Macomb County.

This past summer, the Department unveiled its very well-received Macomb County Attractions Map. The map provides a pictorial listing of major activities, events, and attractions in the county. Some of the listings include: museums, golf courses, marinas, farm markets, orchards, historic sites, and "old-fashioned" downtowns. The Attractions Map has proven to be a valuable tool for both our residents and potential visitors. The map is currently being distributed throughout the state at the highway Welcome Centers.

Along with the Macomb County Brownfield Redevelopment Authority, the department administered its first brownfield project during 2004. The project, known as the Powell Road Industrial Park, is located in the Village of Romeo. The property contained several dilapi-

dated buildings, along with abandoned machinery, vehicles, and chemical storage drums. Hazardous wastes and chemicals were also found in the soil. By utilizing the county's brownfield program, environmental contamination will be mitigated, new industrial buildings will be constructed, and additional jobs will be created.

One of the most heartwarming projects of the past year was the department's involvement with the construction of a new home for a well-deserving Mt. Clemens family. Over the past 6 months, the department's housing rehabilitation staff acted to keep a young family from homelessness. The family had applied for a housing rehabilitation loan, but was ordered by the City of Mt. Clemens to vacate the home due to serious health, safety, and welfare concerns. Departmental staff intervened, obtained a loan on their behalf from Warren Bank, provided a HOME deferred payment loan, and obtained significant donations of labor and materials from private contractors and vendors. The old home was demolished and a new one was reconstructed on the same site. On December 22, just in time for Christmas, the family moved into their new home. Also, Planning and Economic Development staff members generously donated Christmas presents for the family, making their holiday one to remember.

The projects I have highlighted represent only a handful of those initiated and implemented by the knowledgeable and highly dedicated staff of the department during 2004. The Department of Planning and Economic Development is truly committed to making Macomb County a great place to live and work, and looks forward to continued success in 2005!

To receive a copy of this newsletter, please call 586.469.5285 and ask to be put onto our mailing list.



## Community Highlights: Chesterfield Township

Many people are attracted to Chesterfield Township because of its long Lake St. Clair shoreline. What were once cottages and summer homes have now been converted to year round residences. This growing community is bordered on the west by Macomb Township, to the north by Lenox Township and the Village of New Haven, and to the east by New Baltimore and south by Harrison Township.

The corridors of I-94 (Ford Freeway), 23 Mile, Gratiot, and Jefferson all run through the community attributing to the proliferation of new residents and businesses. At the intersection of 23 Mile Road and Gratiot is a large commercial area that attracts shoppers who come from outside the community.

Although Chesterfield established its own political body apart from Macomb in 1842, it did not officially become a Charter Township until December 4, 1989. According to the U.S. Census Bureau, the population in 1940 consisted of 2,004 people and in 2000 there was 37,405 people. The growth that Chesterfield has undergone in the past twenty years, has been surpassed by only one other municipality in Macomb County; Macomb Township. Today Chesterfield government begins



Brandenburg Park - Chesterfield Township, morning fog looking towards Anchor Bay

to plan for services that the growing public demands.

The Charter Township of Chesterfield Master Plan was adopted on December 10, 2002. According to the Master Plan, the vision for the areas between 24 Mile and 25 Mile are to remain low density with single-family homes not more than two per acre. In the midst of this transformation to a suburban community, ordinances are in place to preserve the natural features and open space of this once well-known dairy farming community. Two major efforts have been the development of Pollard Park and the Bridge-to-Bay Trail along Jefferson. Each of these project helps aid Chesterfield to be the "Gateway to Anchor Bay".

**To include your community in the highlights feature, please call 586.469.5285**

## Business Plan Competition

The Small Business & Technology Development Center (SBTDC) works with persons interested in starting or expanding a business. Research has shown that a key component to the success of any business is the development of a comprehensive business plan. Defining a target market, analyzing competition, estimating start-up costs and developing an operating budget will serve as a roadmap for entrepreneurs to maximize the return on the resources they are investing in their venture.

The Macomb Community College Continuing & Professional Education Department, in cooperation with the Macomb County SBTDC, is sponsoring a business plan competition for new or existing businesses. Individuals interested in participating in the competition must enroll in Roadmap To Success, a

business planning class offered at the MCC Center Campus. The classes are offered one day a week for six weeks starting in March. Upon completion of the class, participants will submit a completed business plan to a panel of judges representing Macomb County Chambers of Commerce, Automation Alley and the Macomb County SBTDC. Three scholarships in the amounts of \$1,000, \$750 and \$500 will be awarded to contest winners. The prizes can be redeemed for any Continuing & Professional Education class taken before May 1, 2006. To participate in the contest, please contact MCC at 586.226.4800.



## Staff News



The Community Development Services Program area is pleased to announce the addition of **Roger Heino** as a Rehabilitation Specialist. Mr. Heino has an extensive construction background, having owned his own home improvement business for many years. He brings in-depth knowledge, a strong customer service orientation, and commitment to his work.

The department has recently hired **Kathleen Doyle** as an Account Clerk IV. Ms. Doyle has received her Associate of Arts Degree from Henry Ford Community College. She has six months previous experience working with the County and is a welcome addition to our staff.



## Ask THE Planner

**Q: Where can one find the latest and most reliable planning information and news on the Internet?**

**A:** The following is a list of the "Top 10 Planning Websites" according to the American Planning Association:

American Planning Association  
[www.planning.org](http://www.planning.org)

Planning Commissioners' Journal  
[www.plannersweb.com](http://www.plannersweb.com)

Planetizen  
[www.planetizen.com](http://www.planetizen.com)

Cyburbia  
[www.cyburbia.org](http://www.cyburbia.org)

Smart Growth Network [www.smartgrowth.org](http://www.smartgrowth.org)

Sprawl Watch Clearinghouse  
[www.sprawlwatch.org](http://www.sprawlwatch.org)

Student Planning Network [www.planningnetwork.org](http://www.planningnetwork.org)

Sustainable Development Center  
[www.sustainable.doe.gov](http://www.sustainable.doe.gov)

Geographic Information Systems  
[www.gis.com](http://www.gis.com)

Utopia [www.newplanning.meridian.homestead.com](http://www.newplanning.meridian.homestead.com)

For Michigan specific information,

## Community Development Gears Up For 2005

It is that time again for the Community Development Services program area to prepare the County's 2005 program applications to the U.S. Housing and Urban Development (HUD) agency. On behalf of the County, the Department of Planning and Economic Development administers three HUD-funded programs; the Community Development Block Grant (CDBG) Program, the HOME Renovation Program and the American Dream Down-payment Initiative (ADDI) Program, a new program to Macomb County, which assists lower-income, first-time homebuyers. Macomb County's 2005 grant awards will be as follows: \$1,893,902 (CDBG); \$724,303 (HOME); and \$32,380 (ADDI). The communities of Clinton Township, Roseville, St. Clair Shores, Sterling Heights and Warren are not part of the urban county, and therefore receive their own direct HUD grants.

The Community Development Services program area will host a planning meeting in mid to late February to start the process. Applications from local communities will be due towards the end of April. County staff will then prepare a 5-year Consolidated Plan and the 2005 Annual Plan for submission to HUD. The Consolidated Plan will cover program years 2005-2009. For more information, please contact, Lauren Royston or Michael Connors at 586.469.5285.

## Free Business Advice Here



An SBTDC client receives marketing advice on his website from 2 business counselors.

Macomb County business owners looking for assistance with their businesses can look no further than the Michigan Small Business and Technology Development Center (SBTDC). Housed within the Department of Planning & Economic Development, the SBTDC offers training, research and counseling to small businesses; and while the office offers a variety of quality programs, it is the one-on-one, confidential and yes free counseling that businesses seem to appreciate the most. With a staff of four certified business consultants, entrepreneurs can receive valuable direction in the areas of business planning, financing, marketing, site location and general business management.

Whether a person is looking to start a new business, purchase an existing business or grow their existing business, SBTDC business consultants are trained to assess the situation, identify options

## County Conducts Fair Housing Study

Macomb County has updated its 1998 Analysis of Impediments to Fair Housing, a multi-faceted review of housing policies and practices in the urban county to determine whether barriers hinder the practice of open and fair housing under Federal Fair Housing law. The update was necessary to reflect changes occurring since that time, and was prepared by the Fair Housing Center of Metropolitan Detroit.

The study found the area to be increasingly diverse, and complimented Macomb County for its efforts to promote

fair housing through its CDBG and HOME Programs. It also found that there were a sufficient number of discriminatory actions taken by individuals to indicate the persistence of impediments to fair housing in the 21 communities comprising the Macomb urban county jurisdiction. It then suggested several actions that the County could take to address them. For additional information, please contact Michael Rozny, Program Manager at 586.469.5285.

## Spotlight on Business: Update

**Pesco Injection Molds** of Utica has become the first manufacturer ever in that city to receive a tax abatement. This producer of prototype molds and specialty tooling for the automotive industry, with a workforce of 21 employees, has operated in Utica since 1965.

The company approached the city for the Industrial Facilities Exemption Tax in association with their investment of nearly \$573,000 in new machinery and equipment. With the acquisition of the latest technology, Pesco can increase its productivity and

improve the quality of its product, both of which are necessary to compete with the low labor-cost producers of Asia. In addition to retaining its current workers, the company expects to create up to two new jobs over the next year.

A Clinton Township-based company, **Complete Prototype Services**, has established an expansion facility in the city of Fraser. CPS is a manufacturer of prototype and production molds for injection-molded plastic products, as well as a producer of plastic components for auto interiors.

The company acquired a 60,000 square foot manufacturing facility located on James J. Pompo Drive in the Fraser Industrial Park and invested more than \$3.1 million in the acquisition of new machinery and equipment for the plant. Over the next two years, CPS expects to have created up to 20 new jobs at this site. In November of 2003, CPS invested nearly \$12 million in the expansion and improvement of its Clinton Township operations.

